Info@starklawlibrary.org

BEGINNERS   **www.GigaLaw.com**

The email address, info@starklaw library.org really works! TRY IT!!

Recently, while trawling for blog material I came across, "Giga Law.com has launched the 'CAN-SPAM Library,' at <http://www. CANSPAMLibrary.com>. The CAN-SPAM Library is the most comprehensive collection of legal documents about the CAN-SPAM Act, including copies of and links to legislative history and current lawsuits filed under the act." [1]

The CAN-SPAM Library contains informa-tion on the following topics:

- **The Law** <http://www.gigalaw. com/canspam/law.html> Text of the CAN-SPAM Act, the Public Law, and FTC rules
- **Legislative History** <http://www. gigalaw.com/canspam/history. html> Congressional reports, amendments, votes and press releases relating to the CAN-SPAM Act
- **Executive History** <http://www. gigalaw.com/canspam/executive. html> White House state-ments about the CAN-SPAM Act and spam
- **Litigation** <http://www.gigalaw. com/canspam/litigation.html> Complaints and other legal documents in CAN-SPAM law-suits and criminal actions

- **Federal Trade Commission Action** <http:// www.gigalaw.com/ canspam/ftc.html> The FTC's spam home page, the FTC Spam Forum, the adult spam rule, the do-not-e-mail registry, the primary purpose of an e-mail message, more
- **United States Sentencing Commission** <http://www.gigalaw. com/canspam/ussc.html> Action by the United States Sentencing Commission as provided for under the CAN-SPAM Act
- **Studies** <http://www.gigalaw.com/ canspam/studies.html> Research reports and studies about the impact of the CAN-SPAM Act
- **Articles** <http://www.gigalaw.com/ canspam/articles.html> Substantive articles (not news accounts) about the CAN-SPAM Act

What GigaLaw does best is provide "[l]egal information for Internet and technology professionals, high-tech, Internet entrepreneurs and the lawyers who serve them." One of the main reasons for this is that "GigaLaw.com is produced exclusively by lawyers and law professors." [2]

GigaLaw.com Daily News <http://www.gigalaw.com/news/index. html> searches out the best legal news stories from top sites around the Web, gives you a quick digest by providing

BEGINNER   www.GigaLaw.com (Continued)

you with a thoughtful synopsis and a link to the entire story. You can also sign up for e-mail delivery. [3]

Another good feature of the site is the moderated forums on a wide range of topics, from Antitrust Law, to Copyright Law (last post 2 days ago), to Trademark Law (last post a week ago). There is also a section for Lawyers and Law Professors and one for Law Students and Other Areas of Interest, although these sections seem to be less active than the Practice Area forums.

INTERMEDIATE   Useful Tutorials

The Federal Register Tutorial: The National Archives & Records Administration offers a tutorial at <http://www.archives.gov/federal_register/tutorial/table_of_contents.html> covering the Federal Register. Learn what it contains and how it is organized. Discover various access points and research tools. Learn about the Code of Federal Regulations and how to do Federal Register research online, and more. [4]

International Legal Research: Georgetown's E.B. Williams Library at <http://www.ll.georgetown.edu/tutorials/intl/> provides this tutorial. Each lesson will focus on a specific research technique associated with international legal research and the various options for performing the technique in print, on the Web, or on Lexis and Westlaw. The structure of the tutorial is pretty simple. In the Collections, you will learn about the Library's foreign and international resources and materials. Next, you'll take a quick look at some basic terms used in international law. [5]

RSS Services: "If somebody as sharp as Ron Friedmann likes Bloglines, it must be pretty good. At LawLibTech <http://www.lawlibtech.com/> Cindy Chick has a good tutorial on using the popular Bloglines online RSS service." [6]

"**The Ins and Outs of Page Numbering in Word**" is located on the Web at <http://office.microsoft.com/assistance/preview.aspx?AssetID=HA011165141033&CTT=1&Origin=EC790000701033&QueryID=-CS5j9Lm_&Query=page+numbering&Scope=HP%2cHA%2cRC%2cFX%2cXT>. How can you ignore a tutorial that leads off with: "Like a lot of things you do in Word, page numbering can be incredibly simple…until it isn't." [7]

And lastly, a good Google tutorial, entitled "**Google ~ Guide**," it is located on the Web at: <http://www.googleguide.com/intro.html>.

> This online Google tutorial will occupy you from 0.5 to 8 hours, depending on how many sections you elect to skip, and how many of the examples and problems you work through. Most people spend about half an hour at a time, and two hours total. [8]

ADVANCED   E-Mail Newsletters - Part **2**

You want your clients to reach for their phones and ask for information, or better yet, act on a suggestion made in one of your newsletter pieces.

Considering all the problems they pose with CAN-SPAM, why should your firm produce an e-mail newsletter?

One of the biggest advantages that an e-newsletter has over a web-site is that it takes advantage of "push" technology (without your clients having to download and install any push vendor's software) and permission-based marketing (permission marketing is a strategy, primarily utilizing email and mobile technology, to send consumers information that they have agreed to receive). Your clients have asked to receive your newsletter and it comes right to their mailbox so they don't have to remember to visit your website regularly. Another advantage of the e-newsletter is that you can gain and retain your client's attention by "highlighting useful developments,

new approaches and legal issues that should be addressed." [9] This should also increase your clients' confidence in your firm.

According to Jakob Nielsen of Alertbox <http://www.useit.com/alertbox/>, there are two major points to remember when marketing via the e-newsletter:

> Users have highly emotional reactions to newsletters which feel much more personal than websites. ...but users were frustrated by newsletters that demanded too much of their time. [10]

> ...a new study found that only 11% of newsletters were read thoroughly, so layout and content scan-nability are paramount. [11]

HELP!

I could really use some feedback from each of you. As a librarian, not a lawyer, I can only guess at what I believe would be of interest and/or helpful to you in your practice. If there is a topic that I

haven't addressed that would help you, please e-mail me with your suggestions!

By Nancy Stinson, MLS
nancy@starklawlibrary.org

FOOTNOTES

[1] Grimmelmann, James. "GigaLaw.com Launches CAN-Spam Library." LawMeme @ Yale Law School. 3 May 2004. Information Society Project. 7 May 2004. <http://research.yale.edu/lawmeme/modules.php?name=News&file=article&sid=1449>.

[2] "The Best Legal Portals and Websites." BestSearchers. 2002-2004. BestSearchers. 12 May 2004. <http://www.bestsearchers.com/search-specialized/legal.html>.

[3] "Site of the Week: GigaLaw.com Daily News." HeadlineSpot. 2002. StartSpot Mediaworks, Inc. 12 May 2004. <http://www.headlinespot.com/siteofweek/010827gigalaw.htm>.

[4] Tyburski, Genie. "TVC Alert." The Virtual Chase. 7 October 2002. Ballard Spahr Andrews & Ingersoll, LLP. 12 May 2004.

[5] "International Legal Research." E. B. Williams Library Tutorials. 2002, Georgetown University Law Library. 10 May 2004. <http://www.ll.georgetown.edu/tutorials/intl/>.

[6] Lawson, Jerry. "Bloglines Tutorial." NETLAWBLOG: Internet Tools for Lawyers. 27 April 2004. <http://www.netlawblog.com/archives/000735.html>

[7] "Ins and outs of page numbering in Word." Microsoft Office On-Line. 2004. Microsoft Corporation. 14 May 2004. <http://office.microsoft.com/assistance/preview.aspx?AssetID=HA011165141033&CTT=98>.

[8] Pacifici, Sabrina I. "Google How To Guide and Online Tutorial." beSpacific - Accurate, focused law and technology news. 3 February 2004. BeSpacific LLC. 17 May 2004. <http://www.bespacific.com/mt/archives/004844.html#4844>

[9] Lawson, Jerry, Brenda Howard and Dennis Kennedy. "The Internet Roundtable #31:A Continuing Discussion of Law Firm Marketing On the Internet: E-Mail Newsletters, Part I: How Can E-Mail Newsletters Help Market Law Firms?" LLRX.com. 1 August 2002. Law Library Resource Xchange, LLC. 18 May 2004. <http://www.llrx.com/extras/ir31.htm>.

[10] Nielsen, Jakob. "Email Newsletters Pick Up Where Websites Leave Off." Alertbox. 30 September 2002 Useit.com. <http://www.useit.com/alertbox/20020930.html>

[11] Nielsen, Jakob. "Targeted Email Newsletters Show Continued Strength." Alertbox. 17 February 2004. Useit.com. <http://www.useit.com/alertbox/20040217.html>.